

**Minutes of Monthly Meeting – Washburn County Tourism Association
Tuesday, June 9, 2020 8:30 a.m.
Spooner Police Department Community Room**

1. Meeting was called to order at 8:30 a.m. by Liza Temple.
2. Roll Call:

	Sue Churchill	Nikki Janisin	Rene Magnuson	David Masterjohn	Joe McGrath	Victor Sacco	Sherry Sutton-Zanardo	Liza Temple	Colene Vivian		
Present	Via Phone	Via Phone	Via Phone	X	Via Phone	Via Phone		X	X		
Absent							X				

Others present: Michelle Martin, Kaitlin Hanson

3. Masterjohn made a motion to approve agenda as presented, seconded by Vivian. Motion carried.
4. Minutes of the May meeting were circulated. Masterjohn moved to approve as presented, seconded by Vivian. Motion carried.
5. The Financial reports were circulated for review. Vivian moved to receive the financial report as presented, seconded by Masterjohn. Motion carried. The tax return was presented for review by board members and will be signed off on at 4 p.m. today.
 - a. **Receipts/Reimbursements** - None
6. Citizen Comment: None
7. **Correspondence:** Letter from the Wisconsin Dept. of Tourism for the sales promotion grant, Letter from LSC Communications, Email from Dana Morlock regarding deer council, Email from Francis Murphy regarding building contract, Email from Dick Fankhauser regarding building contract.
8. **Welcome to Washburn County Signs:** The Highway 63 prototype sign will be installed this week. We will re-assess paint colors & design once it's up for making decisions on future signs. We do have the paperwork for applying for capital improvement for additional signs and will likely do that for 2021.
9. **Building Contract:** The board reviewed the proposed building contract from Public Property. Masterjohn made a motion to approve the building agreement with the recommendations of adjusting the percentages to better represent the actual square footage used by each entity and to change the sentence in #7 from "The County shall be named as an additional insured." To "The County and other tenants shall be named as an additional insured.", seconded by Churchill. Motion carried. (ATTACHMENT)
10. **Draft 2021 Budget:** A draft 2021 budget was presented for review. A revised draft with recommended changes will be available for approval at the July board meeting. If anyone has any recommendations, please contact Michelle.
11. **Recovery Marketing Plan:** Discussion was had on implementing a "Safe Travel" pledge, the board recommendation was to avoid detailed messaging and rather promote safe travel more subtly. The team presented the WashCo Outdoor Adventure sales promotion update. Guidance from the Washburn County Health Department indicates that the promotion may have to end in September, rather than stretching into October. Michelle will review the timeline again with them prior to placing advertising. An email from Cassidy at the Washburn County Health Department was shared with the board to help guide our recovery marketing. (ATTACHMENT)
12. **Visitor Center Staffing & Operations:** Kaitlin & Michelle gave an update on the visitor center. Current hours are limited to Monday-Friday from 9 a.m. to 1 p.m. All safety measures have been put in place and the only item we're having difficulty finding is sanitizing wipes.
13. **Office Update:**
 - ATV Scenic Tour Mailing is Complete; over 400 brochures were sent out to previous requests.
 - Updated realtors brochure has been completed
 - Blog Articles: Sawmill/Birchwood Canoe Routes, Best of WashCo: Wide Open Spaces
 - A local attractions flyer has been created
 - Weekly Events & Activities poster has been updated
 - Website Updates: New "Click for info" Button, Hiking Page & Trail Buttons, Indoor Fun Page, Canoe/Kayak/Tube Page, Namekagon Page, Updated Featured Listing Graphics
 - Visitor Center deep cleaning has been done by WCTA staff; waiting on the Spooner Chamber to finish their projects
 - The Gift Shop display has been updated and looks great
 - Solar Lights have been installed on the Wisconsin Statue, but aren't the correct ones and don't seem to be working well.
 - Michelle & Kaiting "met" with the Office Outdoor Recreation for an update on what they are doing
 - Rodeo Ticket exchange notification has been sent; exchanges will take place in July/August.

- New Businesses: Farmboyz Mercantile, Long Lake Grille (formerly Reel Em Inn), Whiskey Creek Campground (formerly Highland Park Campground)

14. Marketing Report

- Michelle shared some social media posts & the outdoor challenge posts that are going out
- Midwest Living is paying off quite well. Other active campaigns include MN Offroad, WATVA, and grassroots marketing

a. Visitor Statistics & Website Analytics were given for the month of May.

15. Citizen Comment: None

16. Possible Future Agenda Items: 2021 Budget, Welcome to Washburn County Signs

17. Motion to adjourn was made by Masterjohn, seconded by Vivian. Motion carried. Meeting adjourned at 9:26 a.m.

**Next Board Meeting Date:
Tuesday, July 14, 2020, 8:30 a.m.
Spooner Police Department Community Room**